

WXIX

ORDER

Flight Dates 10/23/12-10/29/12

Order Sep 00:15:00

Contract / Revision 839061 /

Original Date / Revision
10/22/12 10/22/12

Advertiser Ohio House Republican Org

Agency Midwest Communications &

Buying Contact

49 S. Grant Avenue
Columbus, OH 43215

Product

Agency Com 15%

Billing Contact

49 S. Grant Avenue
Columbus, OH 43215

Sales Office WXIX

Sales Region Local

Agency Ref

Estimate #

Alt Order #

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 1

Advertiser Ref

Primary Account Executive
Amy Goetz

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Amy Goetz | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| EXIX | % | |
| WBQC | % | |
| WCET | % | |
| WCPO | % | |
| WCVN | % | |
| WKON | % | |
| WKRC | % | |
| WLWT | % | |
| WPTO | % | |
| WSTR | % | |

Order Totals**Billing Plan**

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|-------------------|-------------------|-------------|------------|----------|---------|------------|--------------|
| October 2012 | 6 | \$5,525.00 | \$6,500.00 | 0.00 | 10/01/12 | 10/28/12 | 6 | \$5,525.00 | \$6,500.00 |
| November 2012 | 2 | \$1,572.50 | \$1,850.00 | 0.00 | 10/29/12 | 10/29/12 | 2 | \$1,572.50 | \$1,850.00 |
| Totals | 8 | \$7,097.50 | \$8,350.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-----|------|-------------------|-----------------|--------------------------------|-------|-------------------|-----------|-----|-------|-------------|-----|---------------|------|------------------------|------------|
| N 1 | WXIX | 10/23/12 | 10/29/12 | News At 630P News At 630P | Comm | 630-7P | MTWTF-- | :30 | 2 | \$450.00 | P 1 | 0.00 | NM | 3 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | - TWTF-- | | 2 | | | | \$450.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | M----- | | 1 | | | | \$450.00 | | 0.00 | | | |
| N 2 | WXIX | 10/23/12 | 10/29/12 | Late News M-F Late News M-F | Comm | 10-11P | MTWTF-- | :30 | 2 | \$1,400.00 | P 1 | 0.00 | NM | 2 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -T--F-- | | 2 | | | | \$1,400.00 | | 0.00 | | | |
| | | Week: 10/29/12 | 11/04/12 | ----- | | 0 | | | | \$0.00 | | 0.00 | | | |
| N 3 | WXIX | 10/23/12 | 10/29/12 | LATE RUN M-SU NEWS/LATE | Comm | VARIOUS | M-WT-F-S- | :30 | 2 | \$1,400.00 | P 1 | 0.00 | NM | 3 | \$4,200.00 |



Contract / Revision **839061** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **Ohio House Republican Or** Product

Estimate #

| | | | | | | | | | | | | | | <u>Totals</u> | | |
|----------------|------|-------------------|-----------------|----------------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|---------------|------------|-------------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | |
| N 3 | WXIX | 10/23/12 | 10/29/12 | LATE RUN M-SU NEWS/LATE | Comm | VARIOUS | M- WT- S- | :30 | 2 | \$1,400.00 | P 1 | 0.00 | NM | 3 | \$4,200.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | -- WT- S- | 2 | | \$1,400.00 | | 0.00 | | | | | | | |
| Week: 10/29/12 | | 10/29/12 | 11/04/12 | M- - - - - | 1 | | \$1,400.00 | | 0.00 | | | | | | | |
| | | | | | | | | | | | | | | Totals | 8 | \$8,350.00 |